



Dear communicator,

Diabetes is a growing epidemic in Washington State. More than 685,000 individuals are living with the disease; and around 2 million more are living with prediabetes, with the potential to develop into type 2 diabetes in the future. For this reason in Washington State we would like to support the worldwide campaign to raise awareness about the impact of diabetes to our families.

2019 World Diabetes Day Washington (WDDWashington) campaign follows the [International Diabetes Federation](#)'s worldwide theme, "Protect your Family." There are three components to this year's campaign: discover, prevent, and manage diabetes. The WDDWashington campaign uses these 3 components and aims to boost awareness of this rising health concern by:

- Increasing awareness and educating communities about the impact of diabetes,
- Informing people about the importance of screening and early detection, and
- Encouraging healthy nutrition for the wellbeing of families.

The social media toolkit is attached and also located on the Diabetes Connection website (diabetes.doh.wa.gov).

We hope you will join us in this campaign by adopting this toolkit over the next five weeks. Check out the [WDDWashington](#) Facebook and Twitter pages to keep up with our posts and see more social media messages.

In addition to the social media toolkit, we encourage you to use the international blue circle symbol to signify the unity of the global diabetes community in response to the diabetes epidemic. We also encourage everyone to wear blue on November 14th and post a picture of your group to social media with #WDDWashington. We would also appreciate if you could let us know if you used this toolkit or in which way we could improve this resource by emailing us at diabetes@doh.wa.gov.

If you wish to be removed from this list, please contact [WHOM]. Thank you for helping spread the word!

Sincerely,

[NAME(S)]

